

**Purpose of the project:**

Analyze the types of small business in London and identify where we can put a new one.

**Method**

We are going to analyze different data frames

[change\\_unemployment\\_ratio.csv](#)

[unemployment\\_ratio.csv](#)

To identify the possible boroughs and locations of London to perform the study such as two sites of internet.

[https://en.wikipedia.org/wiki/List\\_of\\_areas\\_of\\_London](https://en.wikipedia.org/wiki/List_of_areas_of_London)

[https://en.wikipedia.org/wiki/Demography\\_of\\_London](https://en.wikipedia.org/wiki/Demography_of_London)

With this data we are going to study the data and evaluate which are the top venues appropriate to create in London.

**Data Exploration**

First we are going to do an exploration of a single Neighborhood within the London area was done to examine the Foursquare.

We are going to choose the top 50 venues that are within a 1500 metres radius of one location and then we create a data frame by using Foursquare. The result is then cleaned up from json to a structured pandas data frame , later perform the analysis of the single Neighborhood, we continue with the multiple Neighborhoods.

The last step is do the clustering of the top venues for each location and identify what are the possible candidates to invest.